

MEGAN BARRY  
MAYOR



## METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Metropolitan Historic Zoning Commission  
Sunnyside in Sevier Park  
3000 Granny White Pike  
Nashville, Tennessee 37204  
Telephone: (615) 862-7970  
Fax: (615) 862-7974

### STAFF RECOMMENDATION

1001 Broadway  
February 15, 2017

**Application:** Signage

**Map and Parcel Numbers:** 09309032600

**Council Districts:** 19

**Applicant:** James Denny

**Project Lead:** Robin Zeigler, [robin.zeigler@nashville.gov](mailto:robin.zeigler@nashville.gov), 615-862-7970

**Description of Project:** The applicant proposes to replace an existing monument sign and create a mosaic sign on the floor outside the primary entrance.

**Recommendation Summary:** Staff recommends approval, finding the signage proposal to meet the design guidelines for Historic Landmarks.

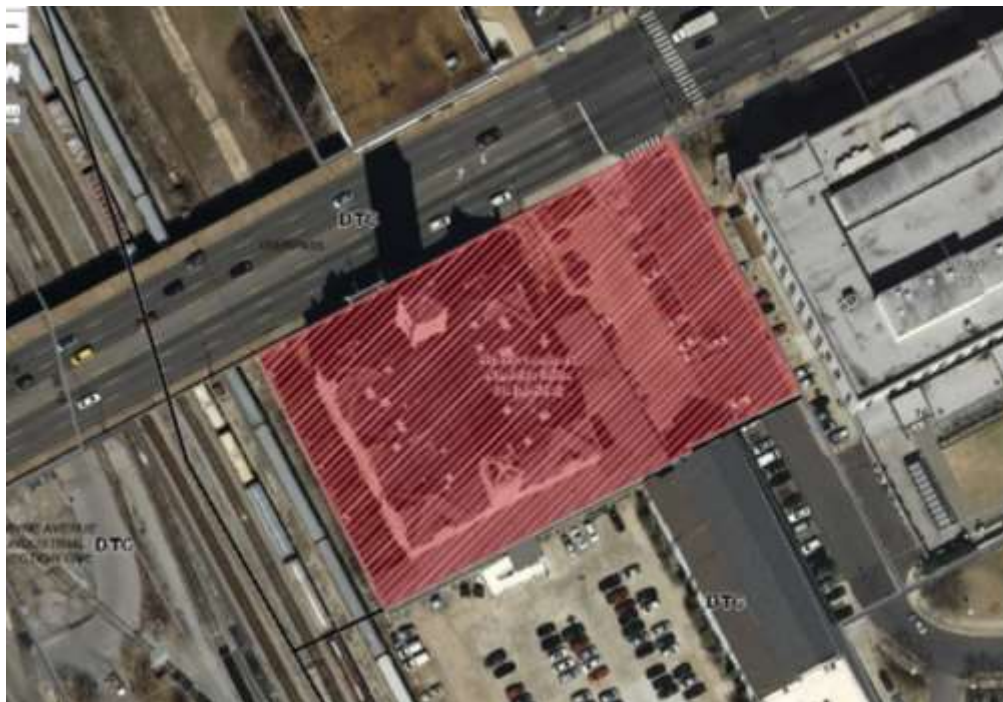
#### Attachments

A: Drawings

## Vicinity Maps



## Aerials



## **Applicable Design Guidelines:**

Secretary of Interior Standards

B. By state law, all design guidelines for neighborhood conservation zoning overlays must comply with the Secretary of the Interior's Standards for Treatment of Historic Properties. The Standards shall be followed for alterations of all Historic Landmarks:

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal changes to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historical significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means necessary.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

**Ground Sign:** Monument Sign

### **Description**

A monument sign is a ground sign that is attached along its entire length to a continuous pedestal.

### **General Provisions**

- Monument signs shall only be allowed when the existing building face is set back from the public right-of-way by at least 20'.

- Each property, which allows a monument sign, is permitted one per street frontage. One additional monument sign is allowed for properties with 300 or more feet of street frontage on one street. Where more than one sign is permitted, signs along the same street frontage shall be spaced a minimum of 200 feet apart.
- A monument sign must be set back at least 5 feet from the front property line.
- A sign erected on the top of a retaining wall is required to meet the standards for a monument sign. The height of the wall shall be included in the overall height calculation. In this case, the 5 foot minimum setback is not required.
- A sign affixed to the face of a retaining wall or seat wall that is an integral part of a plaza or streetscape design may utilize the sign area allocated to wall signs. In this case, the 5 foot minimum setback is not required.
- A monument sign can be externally or internally illuminated in accordance with the Illumination section of the design guidelines.

### **Design Standards**

- A. Sign area: 24 square feet
- B. Height: max 5'
- C. Depth: max 18"

**Background:** Nashville Union Station was listed in the National Register in 1969. The nomination notes that the Station is an “excellent, if not an exceptional, example of Richardson Romanesque style of an institutional building.” It was designed in the late 1890s and formally dedicated in 1900.

Based on the lease agreement for this building, interior alterations must be reviewed by the Tennessee Historical Commission (THC). Although the work is not interior, the mosaic, which is under the canopy at the primary entrance was shared with the THC. They agreed it was an appropriate alteration.

### **Analysis and Findings:**

The project includes a monument sign and a mosaic logo sign at the primary entrance.

#### Monument sign:

The proposed aluminum monument sign will replace the existing, non-historic monument sign that is approximately twelve feet (12') tall and nine feet (9') wide. The proposed new sign is taller at approximately sixteen feet (16') at its tallest point and approximately seven feet (7') wide.

The location will be the same. The principle massing of Union Station is approximately forty-feet (40') from the street, more than meeting the twenty-foot (20') minimum requirement for the allowance of a monument sign.



The design guidelines state that the maximum sign height for a monument sign should be five feet (5'). The proposed signage height is significantly taller than the maximum allowed by the design guidelines and slightly taller than the existing.

The proposed square footage of the monument sign is approximately one hundred and eight square feet (108 sq. ft.) compared to the twenty-four square foot (24 sq. ft.) maximum allowed by the design guidelines.



Figures 1 and 2: Existing signage compared to proposed signage.

The material is aluminum. Metal is noted as an appropriate material for signage

Staff finds the additional height and square footage to be appropriate for several reasons. The new proposal has a more open design than the existing signage which means its visual competition with the historic building will be less. In addition, a portion of the height will be obscured by landscaping. The primary reason it is appropriate is the massing and height of the existing building, which is much larger than the majority of buildings for which the design guidelines were written. Further the sign will not cover or require the removal of historic features and materials. The signage meets the maximum depth allowed by the design guidelines.



Figure 3: Existing signage compared the massing of the building. Arrow denotes signage. Proposed signage will be in the same location.

#### Mosaic:

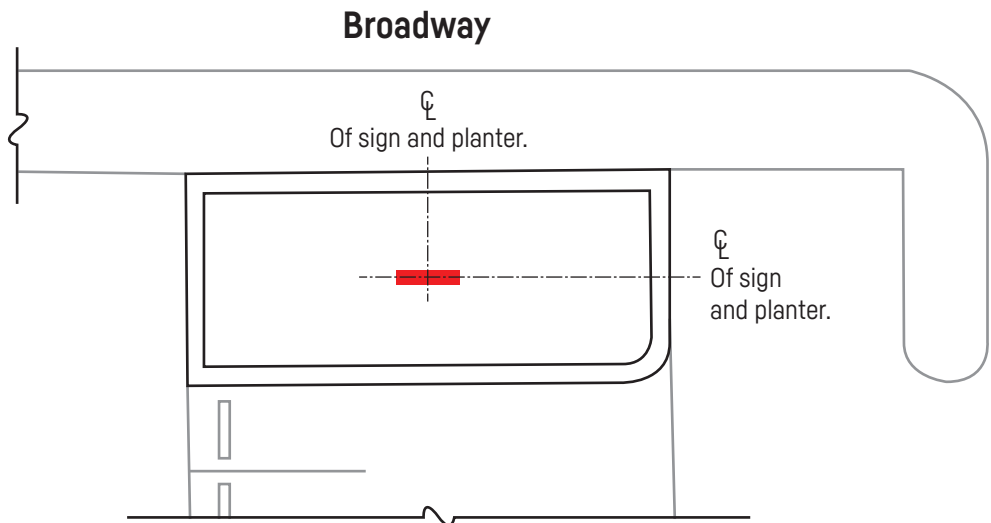
The proposed mosaic is technically a sign since it includes the logo of the business; however, it will be flat to the ground, which is not a type of sign that is contemplated by the design guidelines. Instead, staff applied the design guidelines for alterations, specifically Standards 2, 9 and 10.

The mosaic will not require the removal of historic features or materials, nor will it obscure historic features. It will replace concrete under the principle entrance's canopy. It is removable in a manner that does not affect historic features or materials. Staff finds the mosaic to meet standards 2, 9 and 10, the applicable Secretary of Interior Standards.

The material is mosaic tiles, which have been used historically at commercial entrances to denote the business, address or date of the business.

#### **Recommendation:**

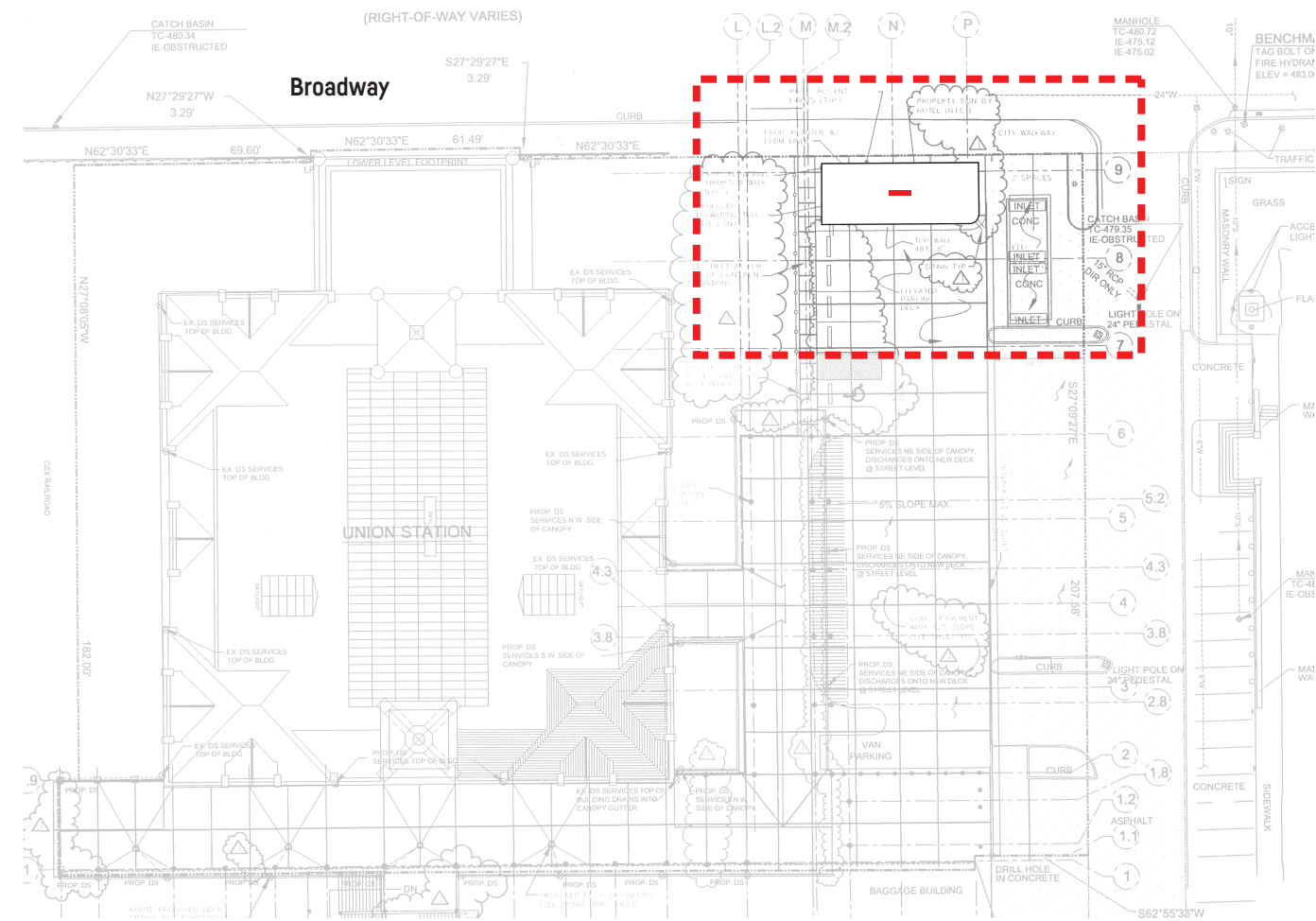
Staff recommends approval, finding the signage proposal to meet the design guidelines for Historic Landmarks.



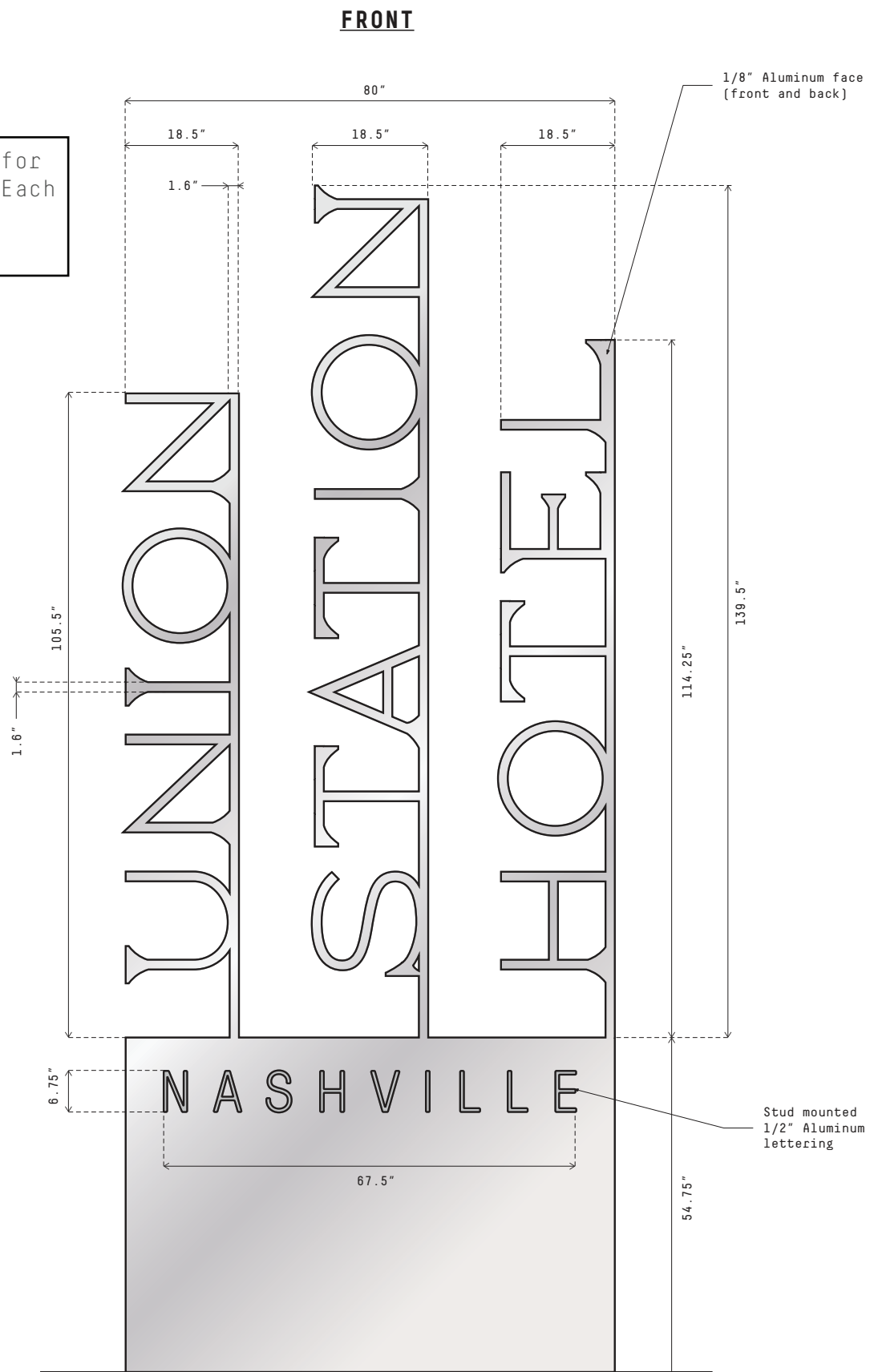
**Notes:**

1. All drawings shown are for schematic placement only. Each location must be verified prior to installation

1 Exterior Location - Detail  
NTS



2 Exterior Location Plan - Pylon  
NTS



3 Exterior Pylon - Elevation  
NTS



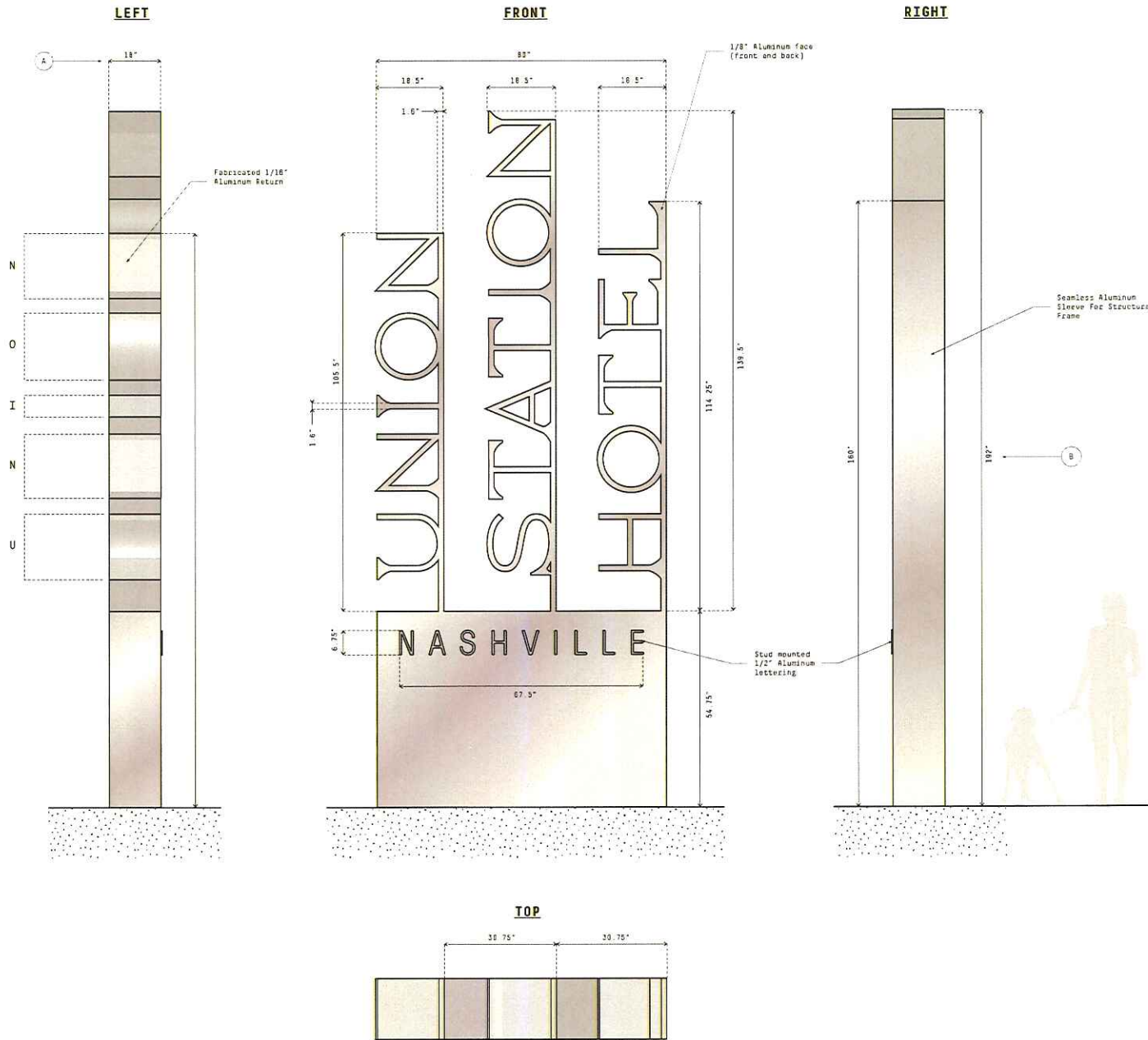
2100 Dunn Ave. Nashville, TN. 37211  
+1 (615) 484 5046  
info@sideshowsignco.com

No.	Description	Date
	For Review	01/17/17

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NOT TO SCALE

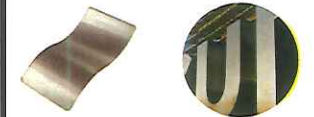


**Client:** Union Station Hotel  
**Location:** 1001 Broadway  
 Nashville, TN  
**Designer:** Luke Stockdale  
 (615) 484-5046  
 luke@sideshowsignco.com  
**Project Manager:** Damian Strong  
 (615) 939-2441  
 damian@sideshowsignco.com

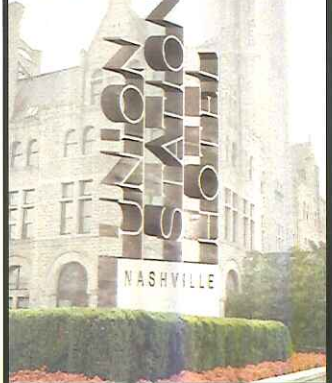
#### Fabrication Examples

**Finish:** Black Chrome I  
 2-part Powder Coat

**Edge Profile:** Seamless 90° welds  
 (zero radius)



#### 3D Rendering:



#### Engineer's Notes:

1. It is in best interests of structural integrity and/or fabrication  
 Returns (A) of sign can range between 16" - 20" depth  
 Overall height of structure (B) can range from 16" - 18"  
 Letters can be fabricated from CR steel sheet OR aluminum sheet (all visible material must be the same due to finishing process)
2. Structure will be fixed to concrete slab. Please provide details and/or suggestions for this element. Incl hardware necessary for anchoring.
3. NASHVILLE lettering will flush mounted 1/2" proud of base cabinet. Details not needed in drawing.

*Sideshow*

SIDESHOW SIGN CO  
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$$80" \times 192" = 106.7 \text{ sq.ft.}$$

1001 BROADWAY, NASHVILLE